

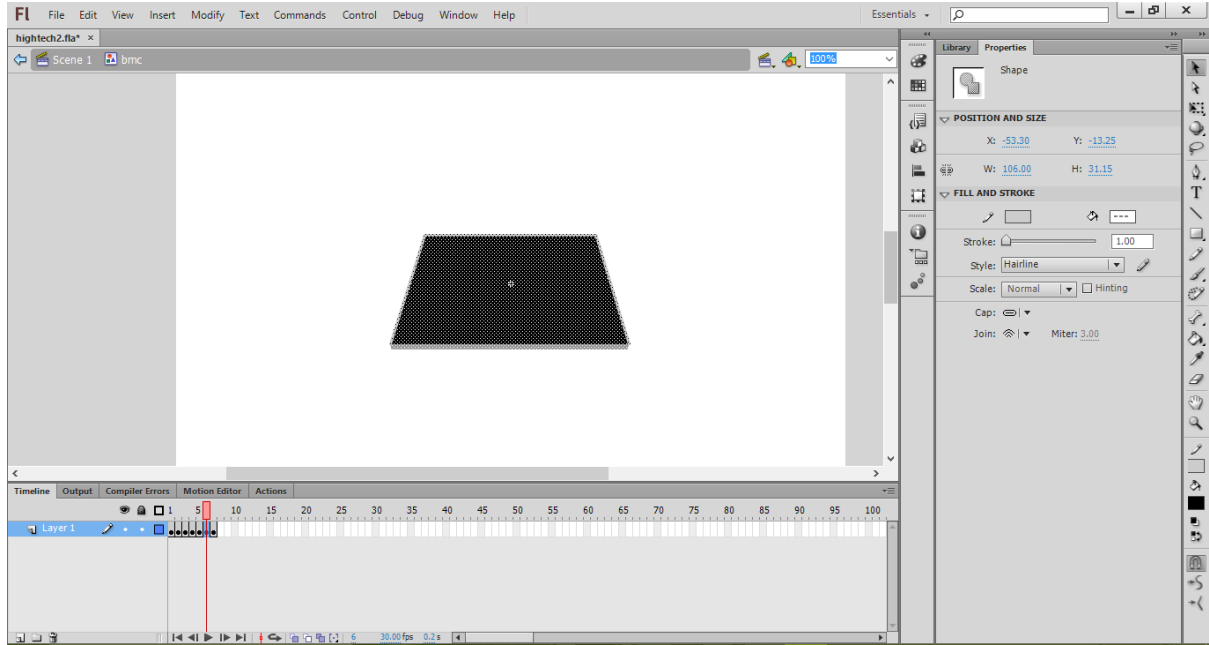


McFactor Multimedia Product

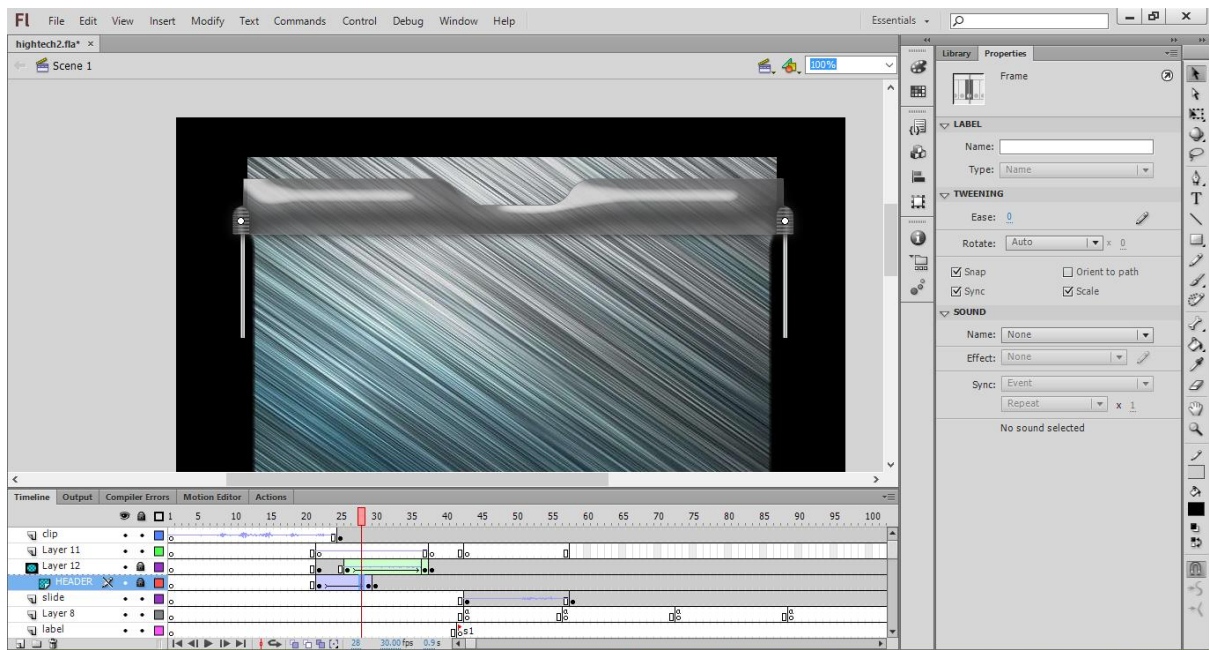
Product Design

Introduction

This design is part of the introduction of the multimedia product. Introduction of the multimedia product is done by the animation in screenshot below. It is an animation of a square black plane revolving horizontally and enlarging, finally forming the face of the product.

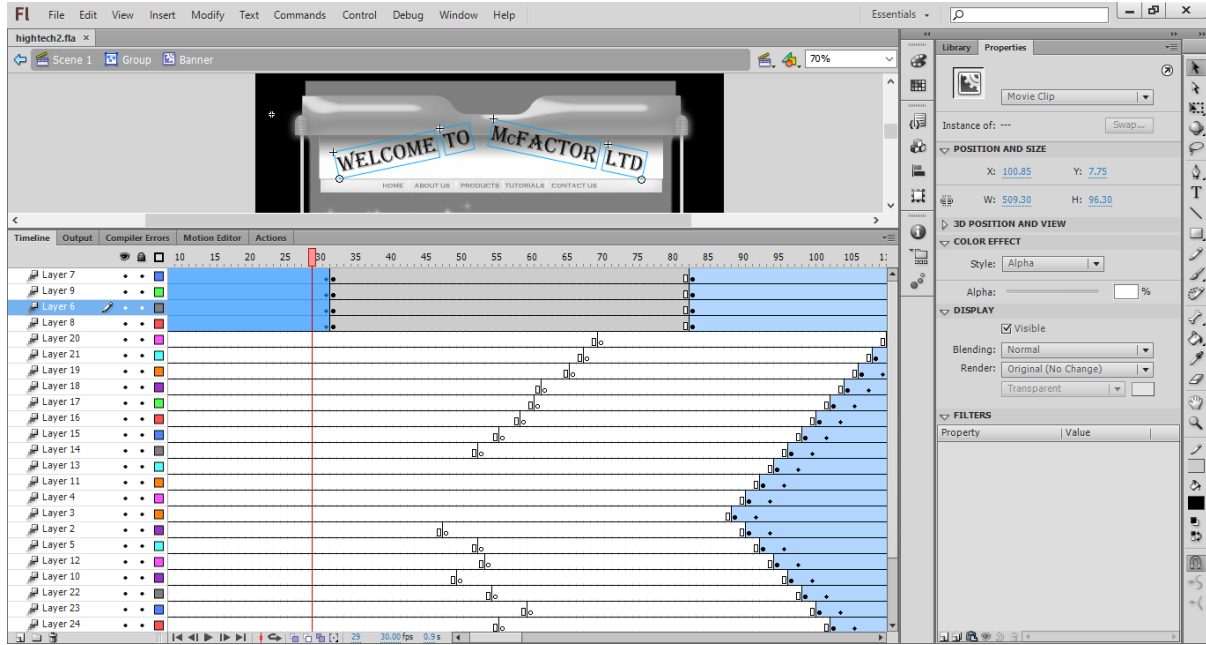


The screenshot below is the second stage of introduction, once the face of the multimedia product is complete. A header forms that acts as a containment for the contents of every page. This header can be seen being developed in the screenshot below.

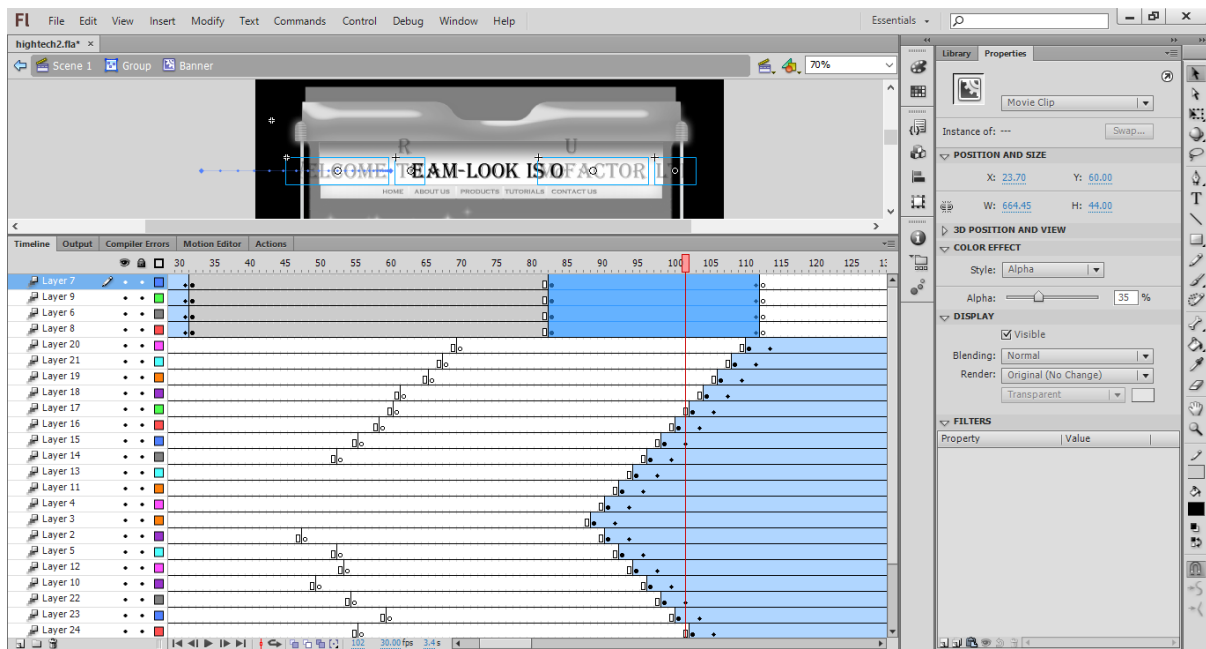


Top Slide Banner.

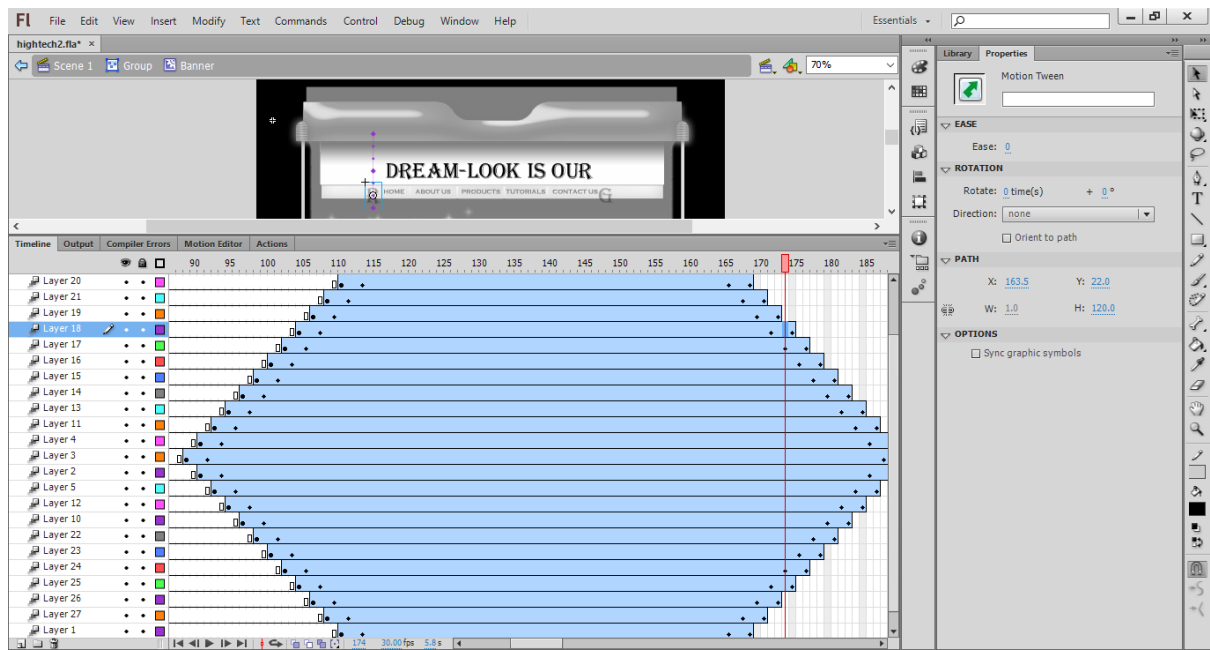
This designs consist of the banner that is placed on the top slide. This banner is highly animated and looped. As it can be seen in the screenshots below, the first statement of the banner comes in as a road barrier, finally completing as “Welcome to McFactor LTD”.



The second phase of the banner is formed by a complex animation that involves every letter of the next statement to fall down independently, forming a complete statement as seen in the screenshot below. During this phase, the previous statement, divides into two, each part moving away from the other in horizontal axis.

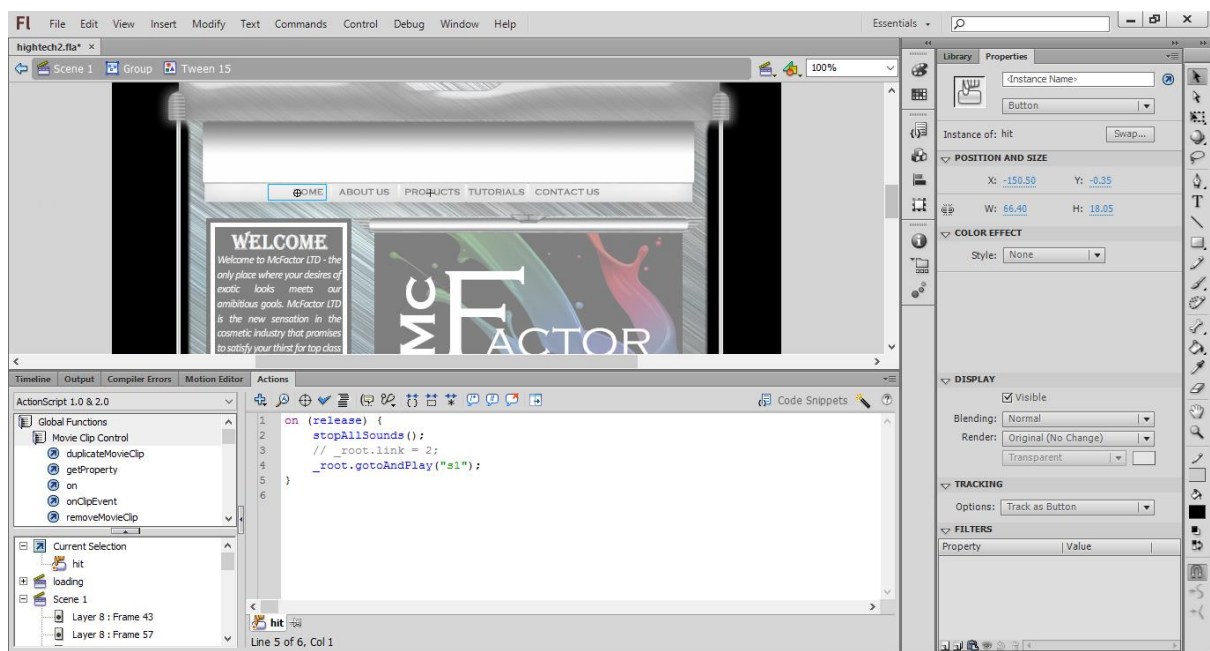


This banner further contains animation for the second phase. In this animation, the letter individually, fall down. This banner is looped therefore, once the letters fall down, the first statement comes back again, using the road barrier animation.

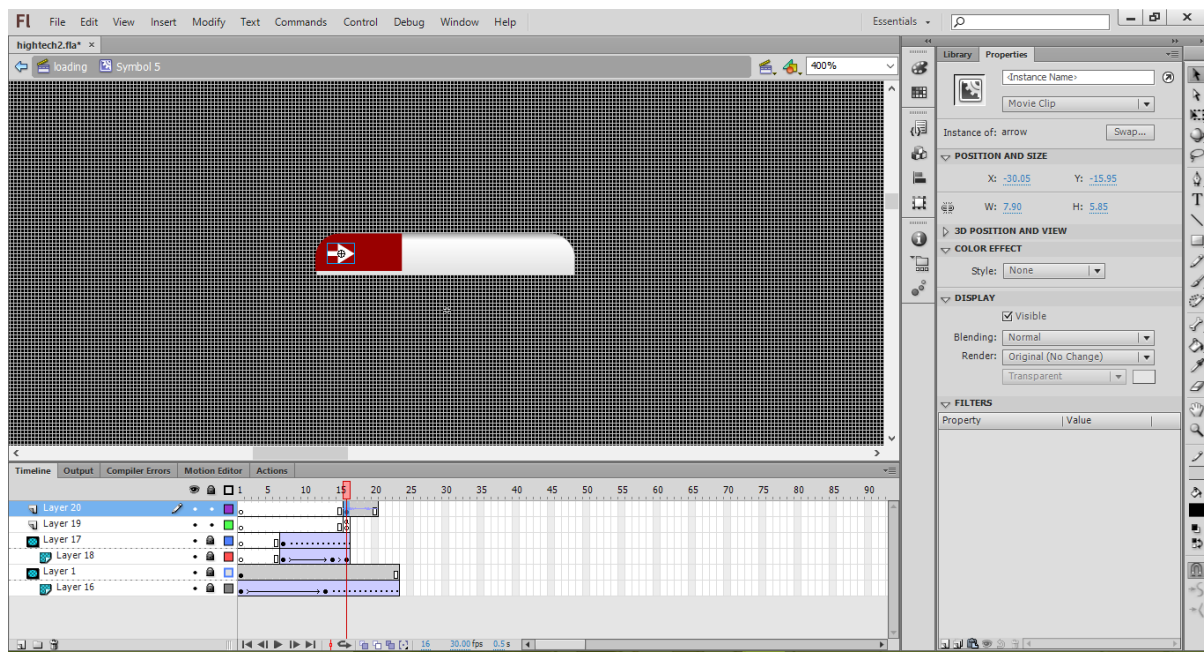


Navigation Button

The navigation button is quite simple button. It is design using a simple rectangular background and a text box. However, to make it function as a navigation button, an ActionScript code was attached to it. On the timeline, there is layer than contains labels. i.e. s1, s2, s3, s4, s5. Each of these labels are in respect to the pages of the multimedia product. Therefore, whenever the Home Navigation button is clicked, the code triggers the timeline to go to the label 's1', hence loading the Home Page.

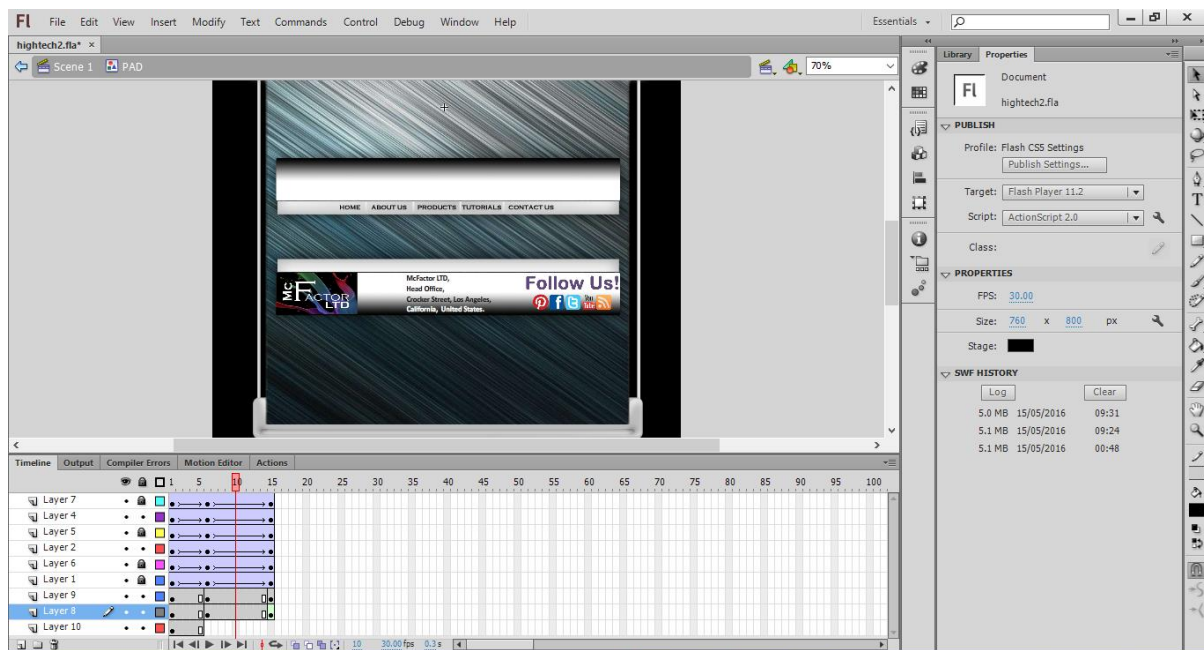


Below is the screen shot of an animation related to the navigation button. This is the animation of a small arrow that is triggered when mouse pointer hovers over a navigation button. Once the animation is complete, a short beep sound is produced. This can be observed in the screenshot below.



Slide Effect

This is the design of a major part of the multimedia product. This is a slide effect that is designed to appear just before the page loads. In fact, this is initial phase of loading of the page. When the slide effect is triggered, the previous page is cleared, and the following page is assembled. Once the slide effect is complete, the contents of the following page appear. This effect is similar to curtains effect, whereby curtains fall, after an event is complete and once the next event is ready, curtains open.

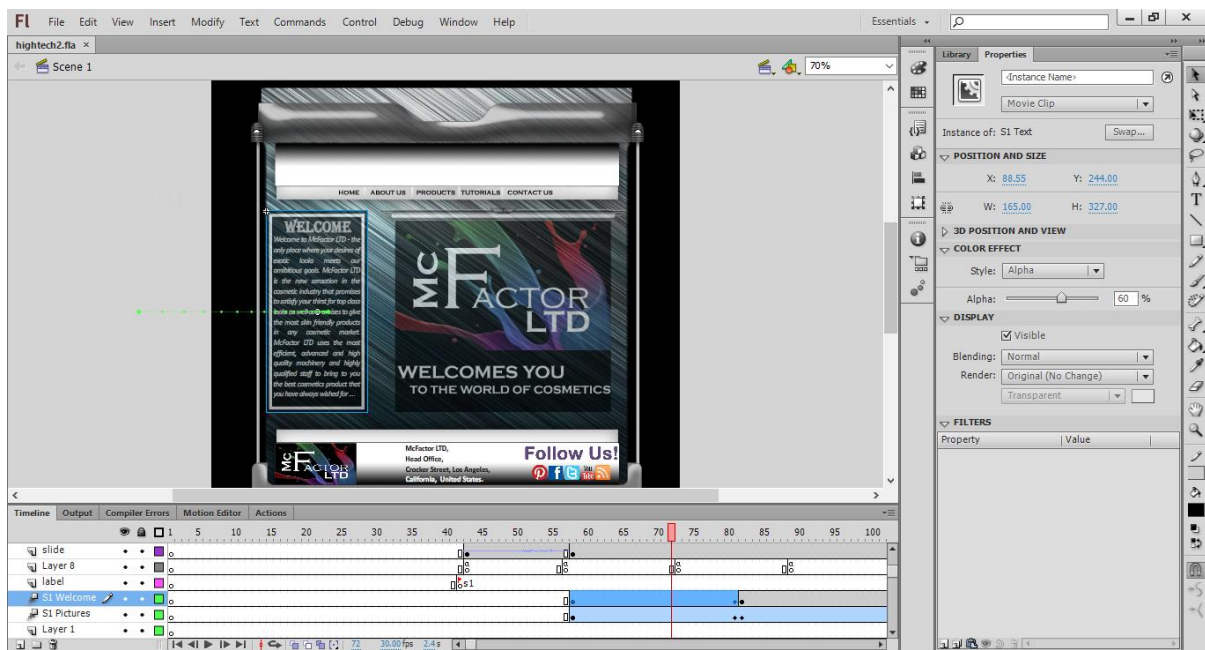


Home Page

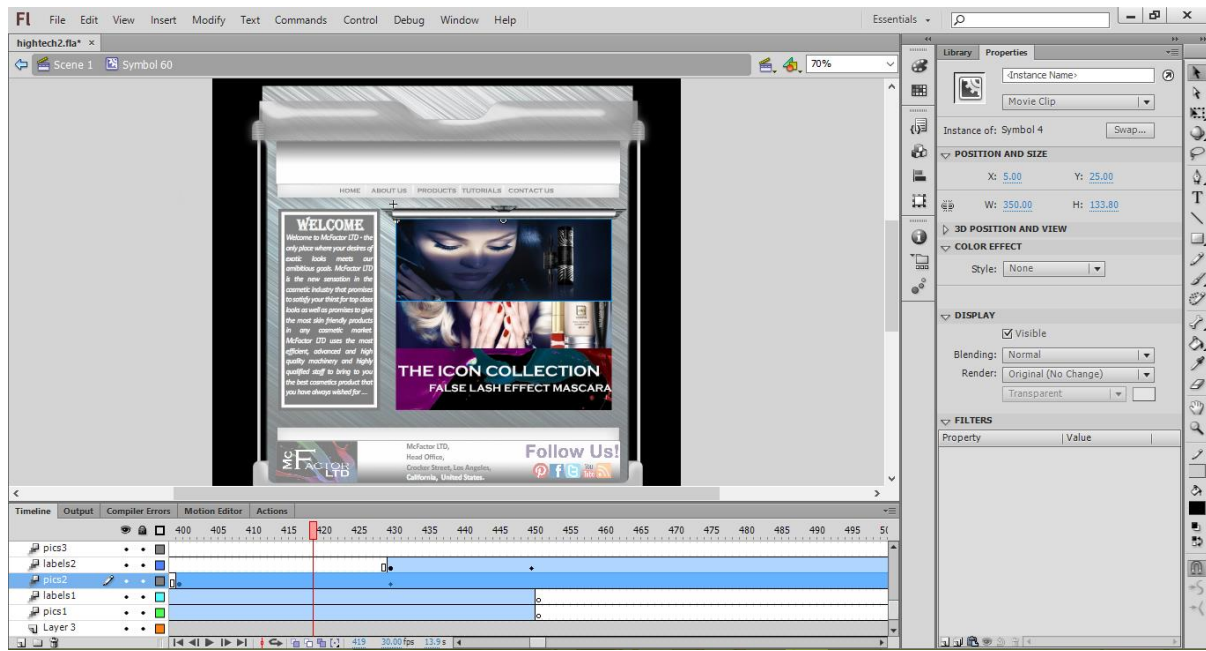
Below is a screenshot showing the overall design of the Home Page.



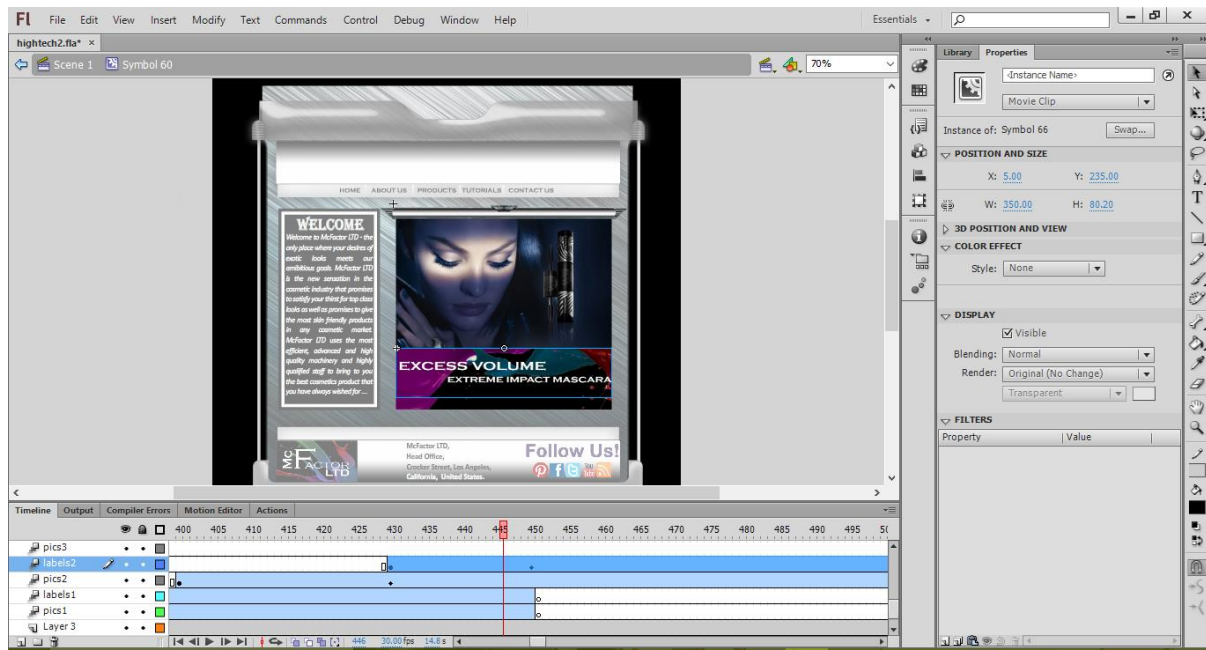
Firstly, the screenshot below shows the design of the text box showing brief information about the company. It is a simple design with a 'Fade in from left' effect.



Secondly, this is a screenshot of the slideshow animation on the Homepage. This is simple slideshow that exhibits photos of good – looking models. This slide show is designed by simple overlay technique. Once a photo is displayed, the next photo comes in with increasing width and a fixed point on the top. Hence giving the slideshow a sophisticated and animated look.

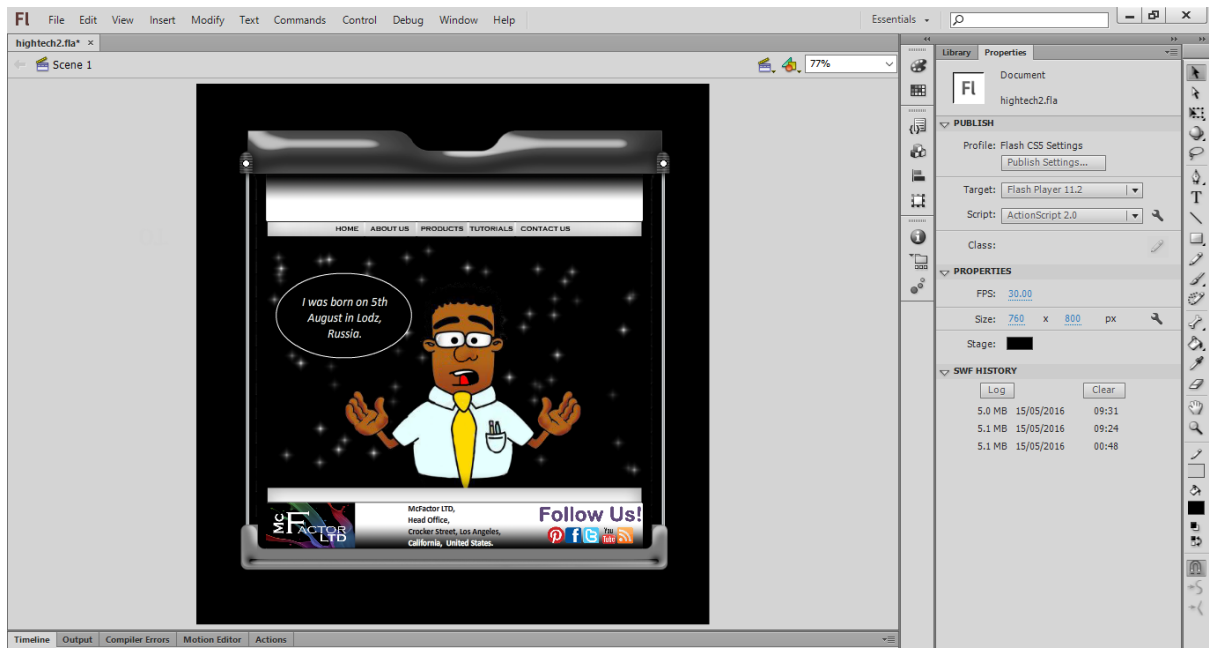


The screenshot below shows how the overlay technique has been similarly used on the small text quotes that appear below the images.

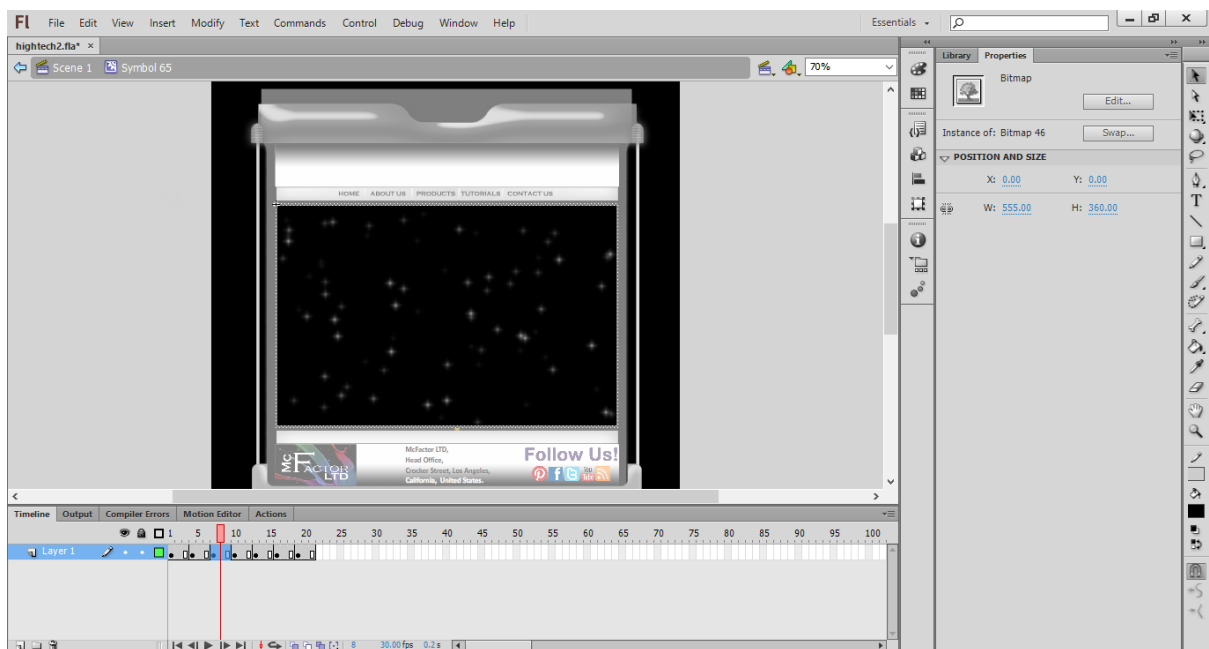


About Us Page

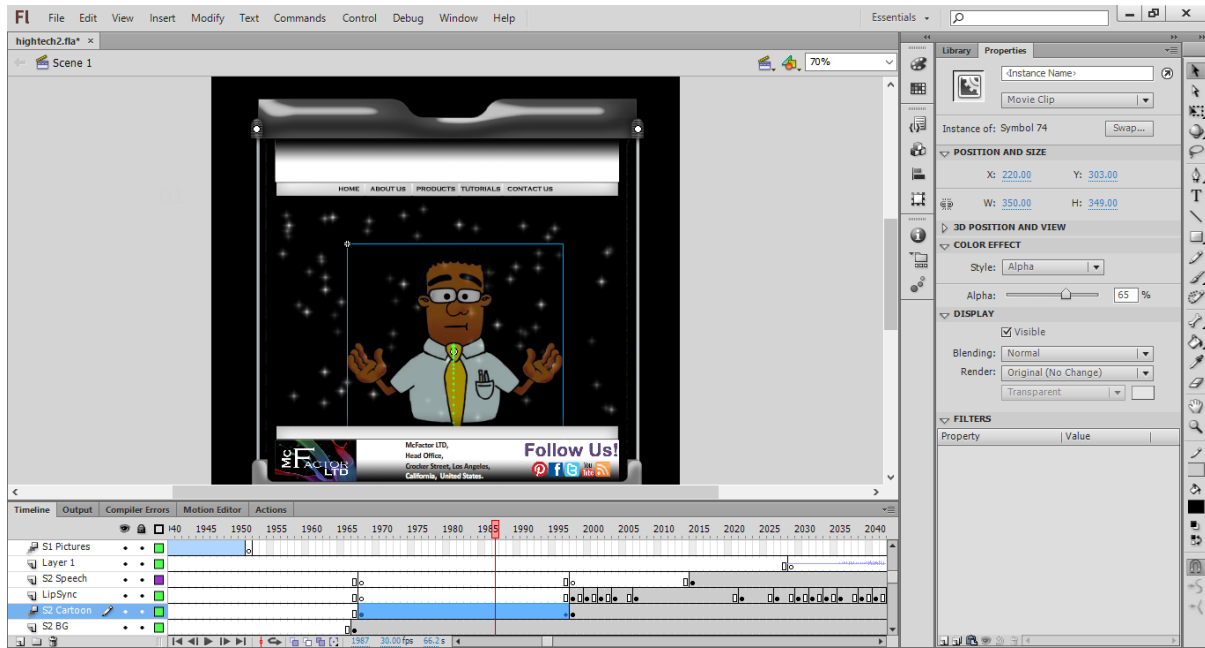
The screenshot below shows the general design of About Us Page



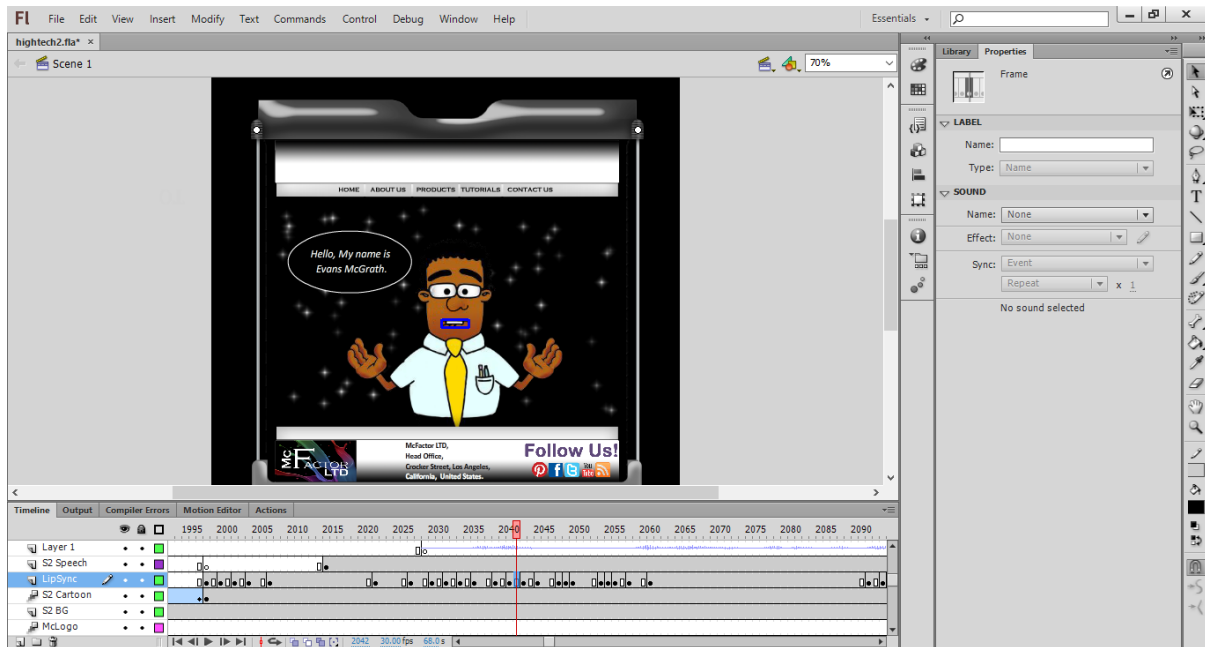
Firstly, the screenshot below shows the animated background of About Us Page. It was created by importing a GIF image into flash. In the library, the GIF file broke down into BITMAP files. Therefore, careful arrangement of these BITMAP files into a symbol, and looping it, created an animated background of stars.



Secondly, the following screenshot shows a simple 'Fade in from bottom' effect applied to the character.

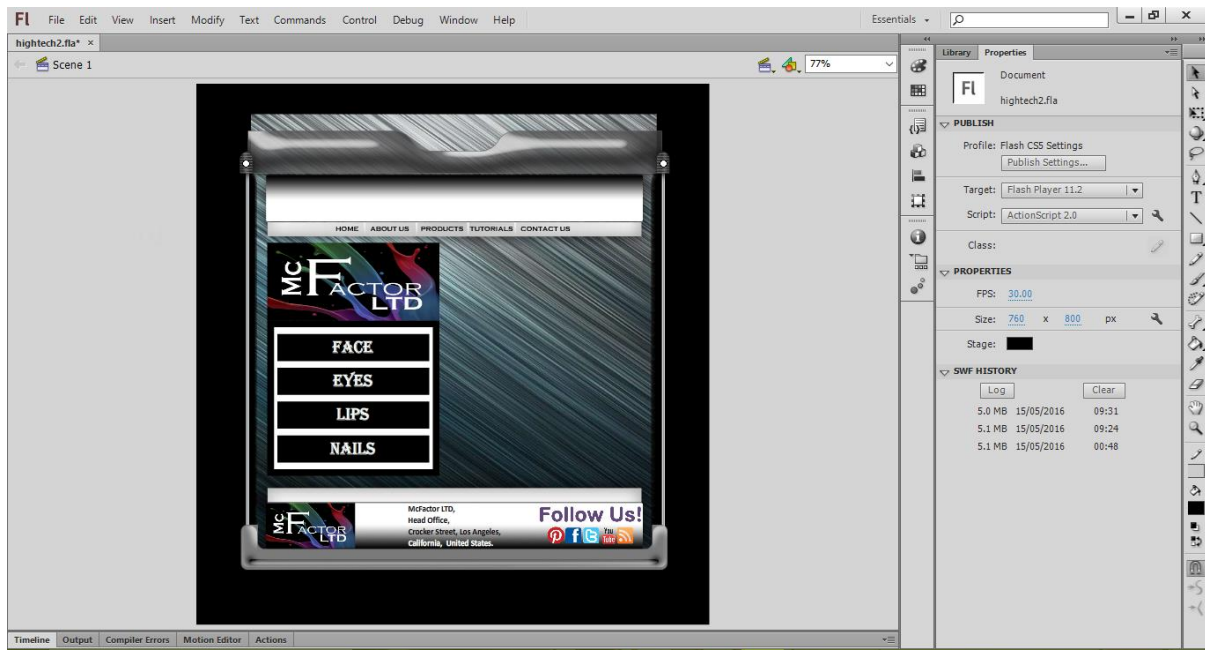


Finally, the following screenshot shows how the lips of the characters were designed to move. This phase was done manually, by listening to bits of the audio and placing the right mouth movement on the face of the character. Therefore when the product is played, the mouth will move in synchronization with the audio hence giving the feel that the character is alive.

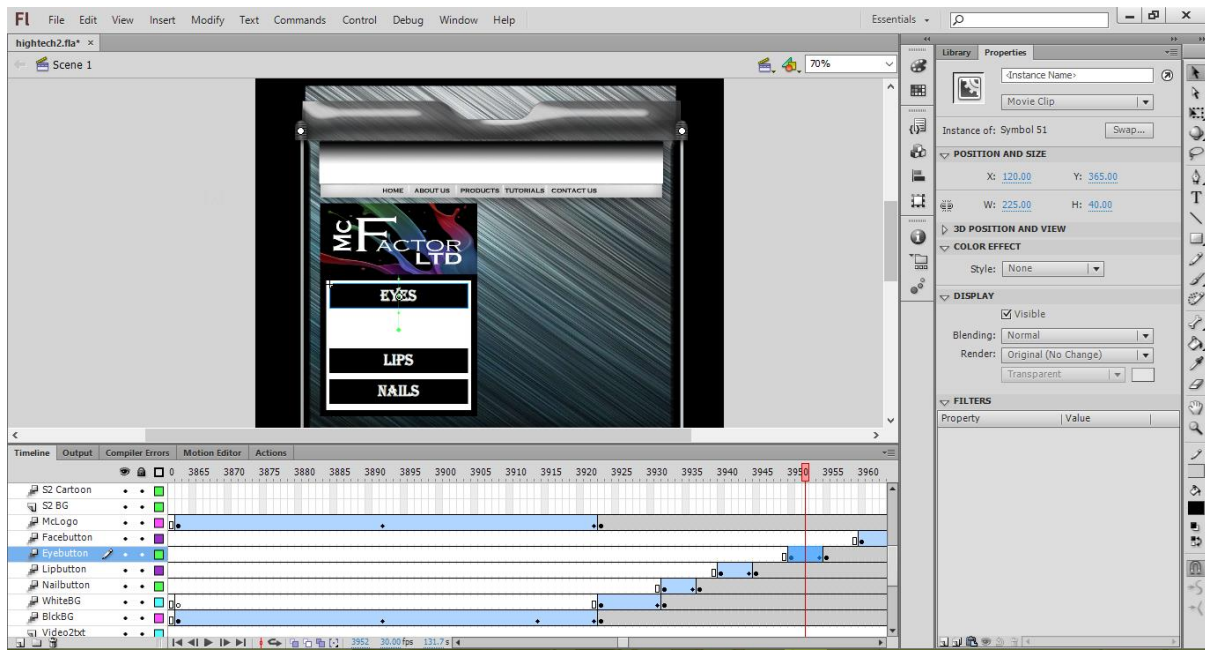


Products Page

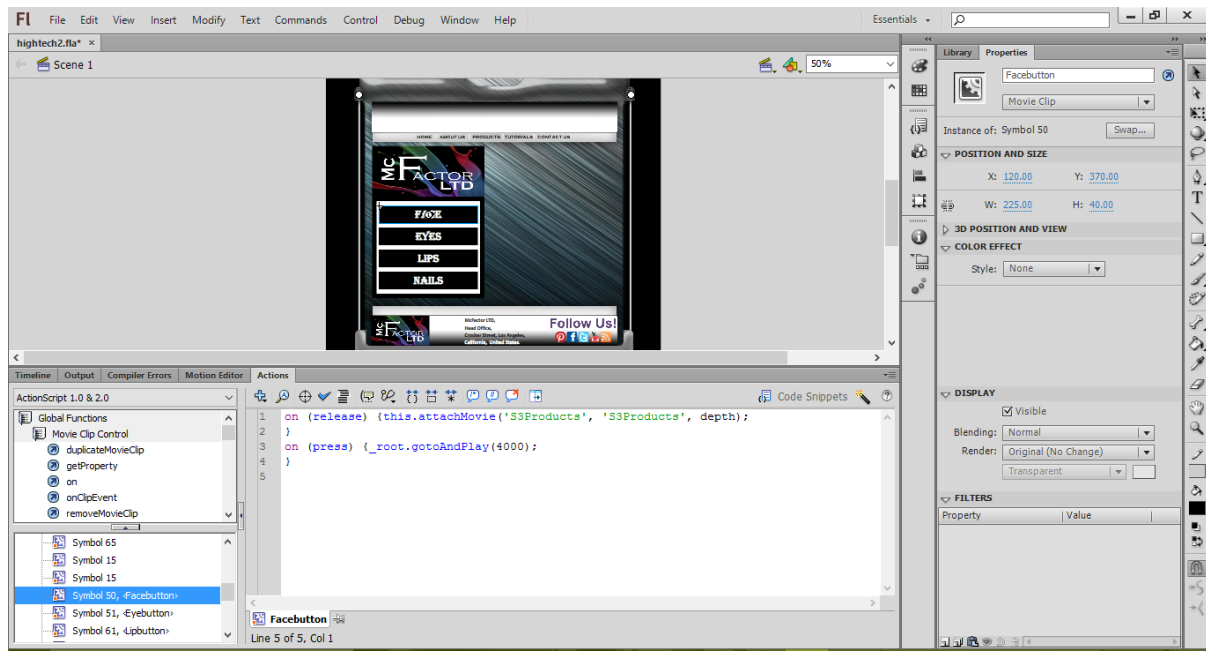
This is the screenshot of the general design of the Products Page. The Products page is the most complicated and sophisticated page of the Multimedia Product.



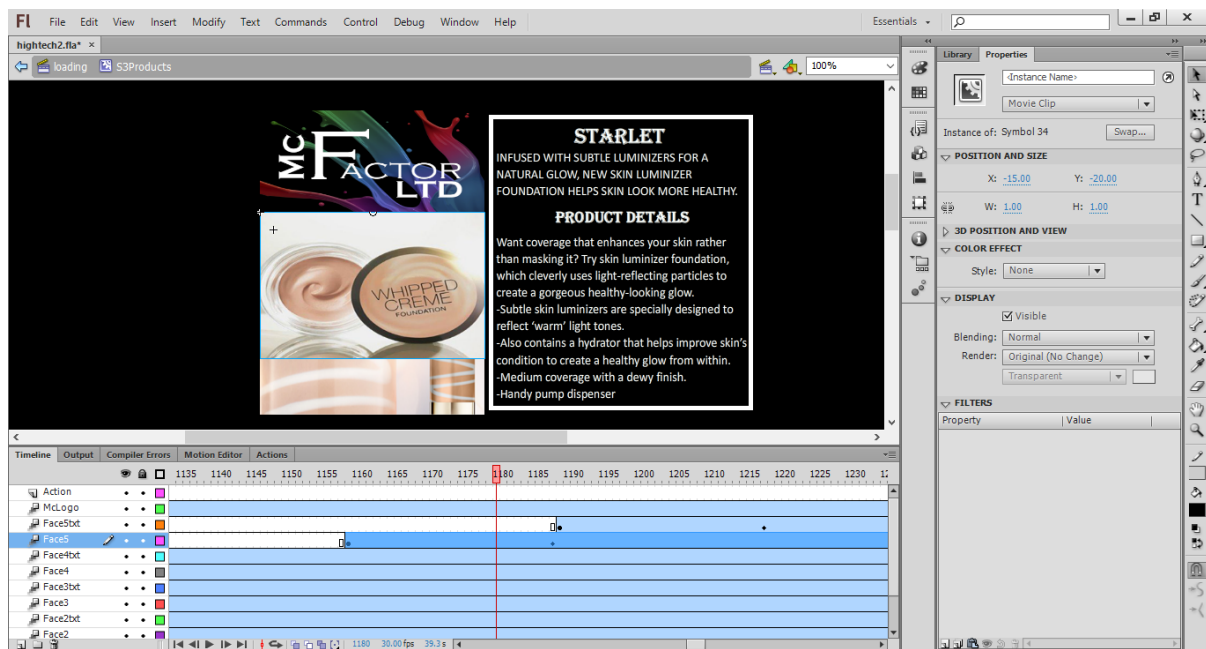
Firstly, the screenshot below shows how the contents of Products Page move in. It is composed of simple motions by varying their positions at different key frames. Hence creating a basic animation.



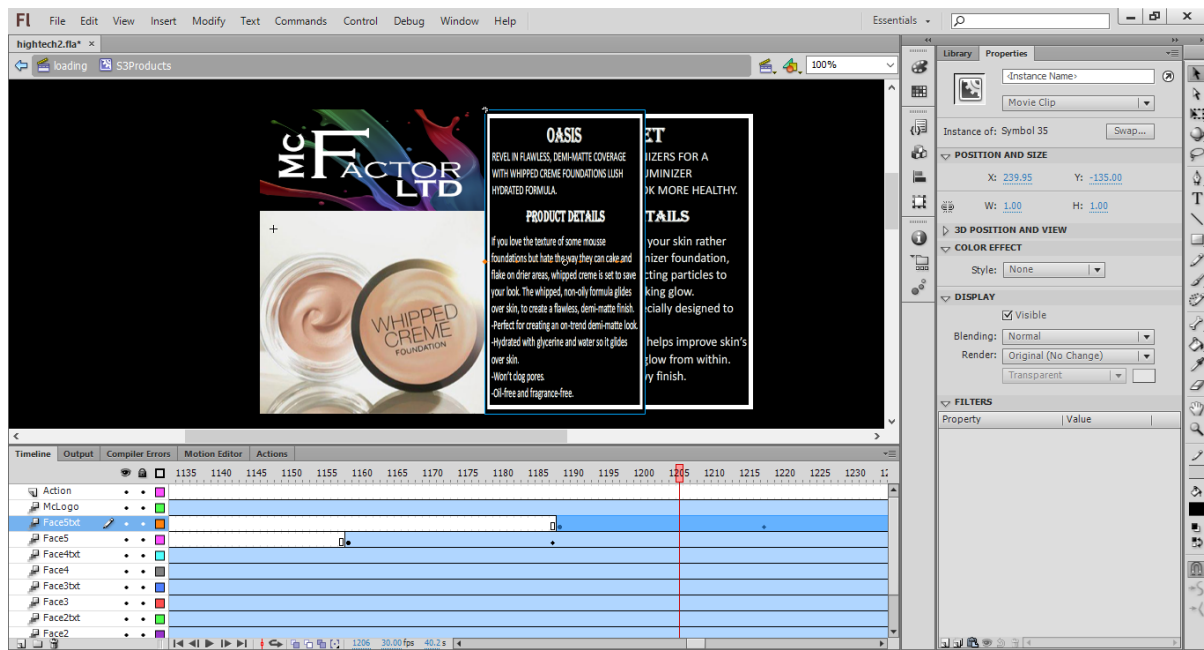
The screenshot below shows the ActionScript code that is programmed in every category button. These code design the category button to load their respective animations of products. The variation in codes of each of the category button is the name of the animation of products that each button should load. It is written in green font.



The screenshot below shows the design of the animation that consists of various product. The screenshot below is specifically for the Facial Products, however, the other animations are highly similar. The difference between these animations is the content i.e. the images and their respective details in the text box on the right. This animation uses the simple overlay technique, we discussed earlier in the slideshow of the Home Page.

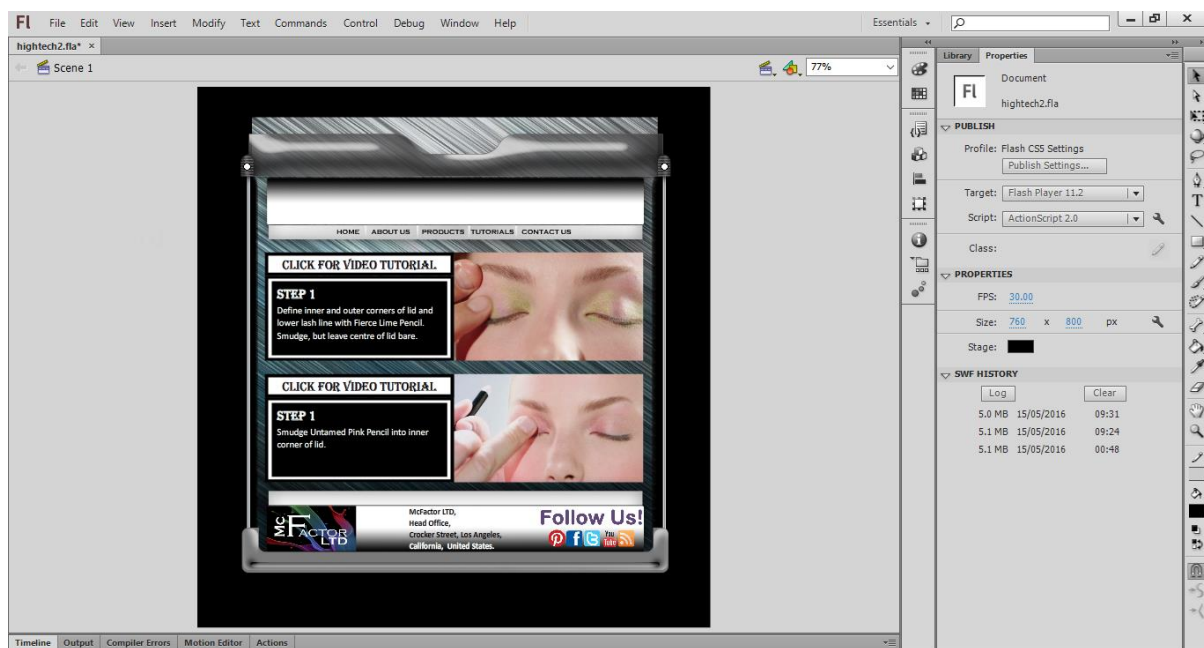


Finally, the screenshot below shows the overlay technique being applied to the text box containing details about the specific product whose image is being displayed along side.

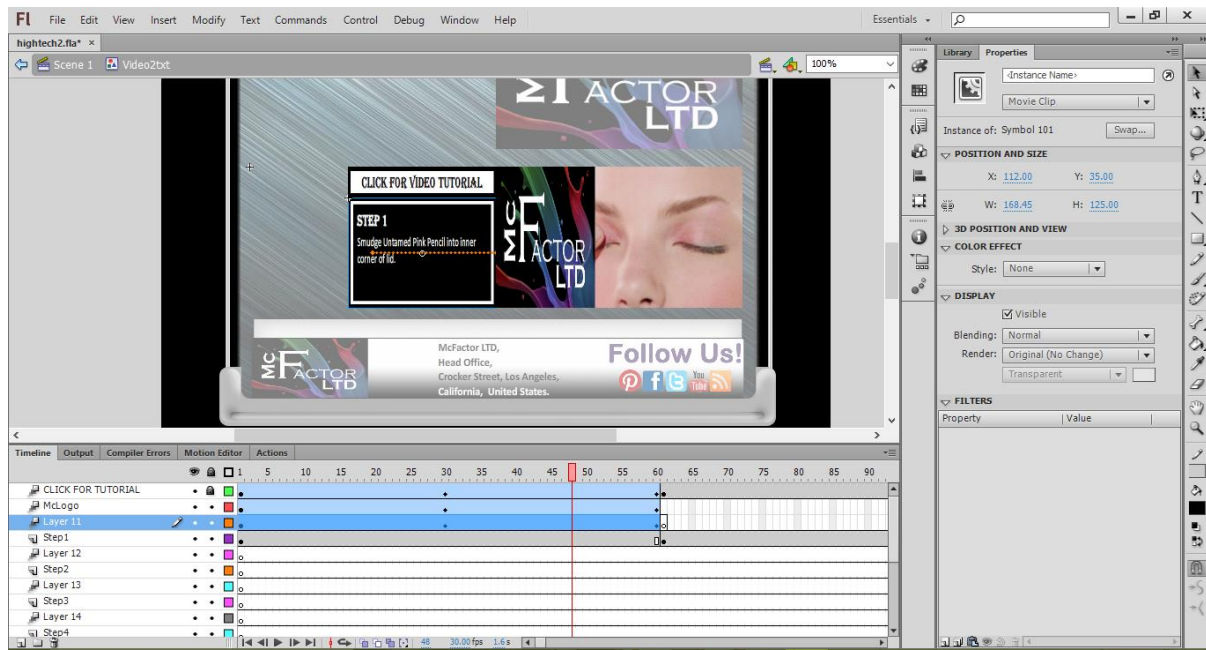


Tutorials Page

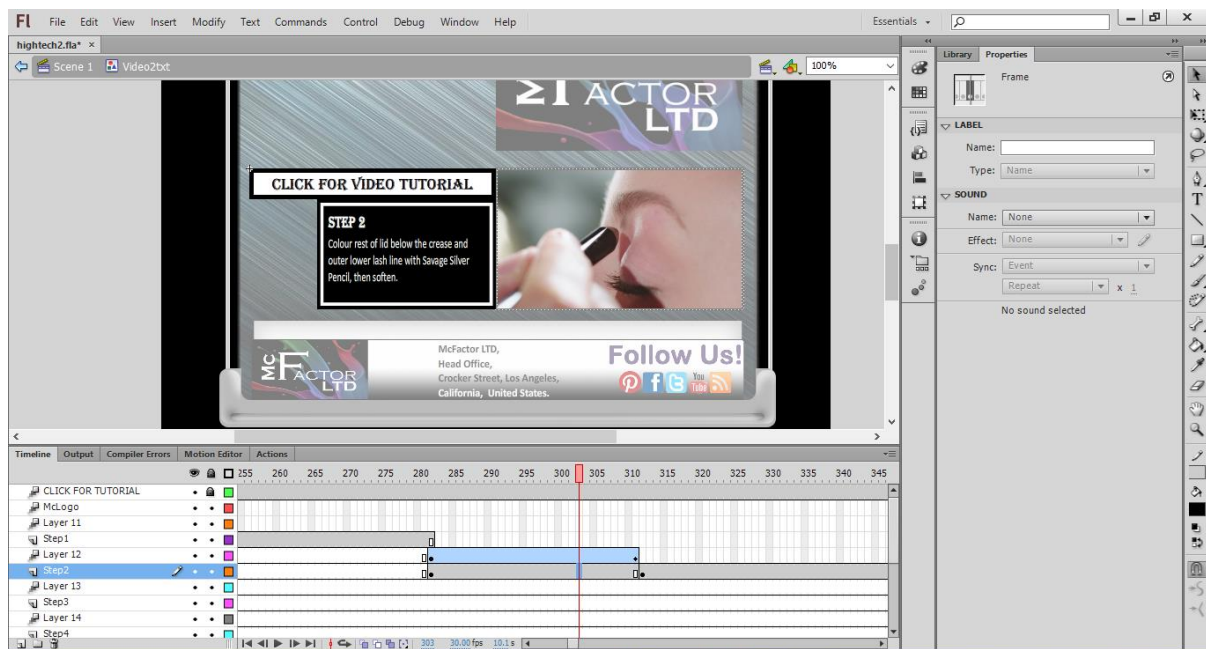
The screenshot below shows the general design of the Tutorials Page.



Firstly, the following screenshot shows the design of the slideshow that exhibits the procedure of achieving a glamorous look. It is designed by adjusting a fixed point of an image on the side, and adjusting the width of the text box, containing the steps. This gives it the similar effect to the overlay technique, however, it has some differences. E.g. the previous step clears out before the new step appears, whereas in the overlay technique, the new image would overlay over the previous image, and previous image would continue appearing until fully covered by the new image.



The screenshot below is an addition to the elaboration given above. It shows the visual difference between this animation and overlay technique. It can be observed that as the new step is appearing, the previous step has already cleared out.



Contact Us Page

The screenshot below shows the general design of the Contact Us Page.

